

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed
EC'd Yes

Traffic Order# 104398 Printed: 10/02/2012 7:54 PM
Last Received: 10/02/2012 10:08 AM

1 of 11

Station KSNV-TV LAS VEGAS, NV.
Advertiser () REP JEWISH COALITION
Product REP JEWISH COALITION
Estimate# LAURA LANCASTER
Buyer Phone# Fax#

Agency () JAMESTOWN ASSOC
5 MAPLETON ROAD, S#300
PRINCETON, NJ 08540
Agency C/P/I/P2/E Flight Dates 09/17/2012 - 10/21/2012
Hiatus Weeks

Rep Firm Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —
SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
1	1	M-F	5A-6A	Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 42 56]	:30	\$325.00	09/17-09/28	0	0	0	\$0.00	
42	42	W-F	5A-6A	Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #1: 9/17 (5/WK)]	:30	\$325.00	09/19-09/21	5	1	5	\$1,625.00	
56	56	M,TH-F	5A-6A	Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #1: 9/24 (5/WK)]	:30	\$325.00	09/24-09/28	5	1	5	\$1,625.00	
2	2	M-F	5A-6A	Buyline Comment: NEWS	:30	\$450.00	10/01-10/05 10/08-10/19	3 1	1 2	3 2	\$2,250.00	
3	3	M-F	6A-7A	Buyline Comment: NEWS	:30	\$700.00	10/01-10/05 10/08-10/19	4 1	1 2	4 2	\$4,200.00	
4	4	M-F	6A-7A	Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 43 57]	:30	\$650.00	09/17-09/28	0	0	0	\$0.00	
43	43	W-F	6A-7A	Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #4: 9/17 (10/WK)]	:30	\$650.00	09/19-09/21	10	1	10	\$6,500.00	

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed
EC'd Yes

Printed: 10/22/2012 10:08 AM
Traffic Order# 104398
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Showing 10 results. All 10 pages

Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.	Agency () JAMESTOWN ASSOC
Advertiser	() REP. JEWISH COALITI	5 MAPLETON ROAD, SU#300
Product	REP JEWISH COALITION	PRINCETON, NJ 08540
Estimate#		Agency C/P1/P2/E
Buyer	LAURA LANCASTER	Flight Dates 09/17/2012 - 10/21/2012
Phone#		Hearns Weeks

Agency () JAMESTOWN ASSOC	Rep Firm
5 MAPLETON ROAD, SUITE 500) PHILADELPHIA	Sales Office (
PRINCETON, NJ 08540) AMY MCCREARY	Salesperson (
Agency C/P/1P2/E	Salesperson Phone#	215-568-6540
Flight Dates	Salesperson FAX#	215-568-1845
Hatns Weeks		

Fax#	LT	Ln.	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost
---	---	---	---	---	---	---	---	---	---	---	---	\$6,500.00
120	650	00	09/24-09/28	10	1	10	---	---	---	---	---	

Buyline Comment: NEWS
[MKED FOR SPOTS MISSED ON LN #4: 9/24 (10/WK)]

M-F Buylne Comment: TODAY

Buyline Comment: TODAY
[MARK FOR SPOTS MISSED ON IN #5: 9/19/10/WK] [RECORDED]

58 M,TH-F TA-9A :30 \$850.00 09/24-09/28 10 1 10 \$8,500.00
Buyline Comment: TODAY [MKGD FOR SPOTS MISSED ON LN #5: 9/24 (10/MK)]

Buyline Comment: TODAY

Buyline Comment: TODAY II

Buyline Comment: TODAY II
[MADE-GOOD BY LINE(S) 45 59]

Buyline Comment: TODAY 11
[MKGD FOR SPOTS MISSED ON LN #8: 9/17(5/WK)]

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed
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Traffic Order# 104398
Last Received: 10/02/2012 10:03 AM
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Showing Buylines: All Lines

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Station KSNV-TV LAS VEGAS, NV.
Advertiser (REP JEWISH COALITION
Product REP JEWISH COALITION
Estimate# LAURA LANCASTER
Buyer Phone#
Fax#

Agency () JAMESTOWN ASSOC
5 MAPLETON ROAD, S#400
PRINCETON, NJ 08540
Agency C/P/L/P2/E
Flight Dates 09/17/2012 - 10/21/2012
Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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11	M-F		1230P-1P		:30	\$325.00	09/17-09/28 10/01-10/05 10/08-10/19	0 3 0	2 1 2	0 3 0	\$975.00	

Buyline Comment: AGENDA
[MADE-GOOD BY LINE(S) 48 62]

48 W-F 1230P-1P :30 \$325.00 09/19-09/21 5 1 5 \$1,625.00

Buyline Comment: AGENDA
[MKGD FOR SPOTS MISSED ON LN #11: 9/17(5/WK)]

62 M,TH-F 1230P-1P :30 \$325.00 09/24-09/28 5 1 5 \$1,625.00

Buyline Comment: AGENDA
[MKGD FOR SPOTS MISSED ON LN #11: 9/24(5/WK)]

12 M-F 2P-3P :30 \$325.00 09/17-09/28
10/01-10/05
10/08-10/19 0 2 0 \$975.00

Buyline Comment: DRS
[MADE-GOOD BY LINE(S) 49 63]

49 W-F 2P-3P :30 \$325.00 09/19-09/21 5 1 5 \$1,625.00

Buyline Comment: DRS
[MKGD FOR SPOTS MISSED ON LN #12: 9/17(5/WK)]

63 M,TH-F 2P-3P :30 \$325.00 09/24-09/28 5 1 5 \$1,625.00

Buyline Comment: DRS
[MKGD FOR SPOTS MISSED ON LN #12: 9/24(5/WK)]

13 M-F 3P-4P :30 \$450.00 09/17-09/28
10/01-10/05
10/08-10/12
10/15-10/19 0 1 1 1 \$1,800.00

Buyline Comment: PHL
[MADE-GOOD BY LINE(S) 50 64]

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed
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Traffic Order# 104398 Printed: 10/02/2012 7:54 PM
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Showing Buylines: All Lines

Station Advertiser Product Estimate# Buyer Phone# Fax# LT	Agency (5 MAPLETON ROAD, S#200 PRINCETON, NJ 08540 Agency C/P/P2/E Flight Dates Hiatus Weeks	JAMESTOWN ASSOC PRINCETON, NJ 08540 Salesperson FAX# 215-568-1845	Rep Firm (PHILADELPHIA Sales Office (AMY MCCREARY Salesperson ()								
Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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50	W-F	3P-4P	Buyline Comment: PHIL [MKGD FOR SPORTS MISSED ON LN #13: 9/17 (5/WK)]	:30	\$450.00	09/19-09/21	5	1	5	\$2,250.00	
64	M, TH-F	3P-4P	Buyline Comment: PHTL [MKGD FOR SPOTS MISSED ON LN #13: 9/24 (5/WK)]	:30	\$450.00	09/24-09/28	5	1	5	\$2,250.00	
14	M-F	4P-430P	Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 51 65]	:30	\$600.00	09/17-09/28	0	0	0	\$0.00	
51	W-F	4P-430P	Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #14: 9/19 (5/WK)]	:30	\$600.00	09/19-09/21	5	1	5	\$3,000.00	
65	M, TH-F	4P-430P	Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #14: 9/24 (5/WK)]	:30	\$600.00	09/24-09/28	5	1	5	\$3,000.00	
15	M-F	4P-430P	Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 52 66]	:30	\$725.00	10/01-10/05 10/08-10/19	2 0	1 1	2 0	\$2,175.00	
16	M-F	430P-5P	Buyline Comment: NEWS	:30	\$725.00	10/01-10/05 10/08-10/19	3 0	1 2	3 0	\$2,175.00	
17	M-F	430P-5P	Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 52 66]	:30	\$700.00	09/17-09/28	0	0	0	\$0.00	

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed
EC'd Yes

Traffic Order# 104598

10/02/2012 10:08 AM

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Showing Bhyllies: All Lines
Last Received.

Station	KSNV-TV LAS VEGAS, NV.	Agency	() JAMESTOWN ASSOC
Advertiser	(), REP. JEWISH COALITI		5 MAPLETON ROAD, S#300
Product	REP JEWISH COALITION		PRINCETON, NJ 08540
Estimate#		Agency C/P/I/P2/E	
Buyer	LAURA LANCASTER	Flight Dates	09/17/2012 - 10/21/2012
		Flight Weeks	

Kep firm Sales Office () PHILADELPHIA
Salesperson () AMY MCCRELLA
Salesperson Phone# 215-568-6546
Salesperson FAX# 215-568-1842

Fax#	Line	Day	Time	Program	Length	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Day
130	\$1,000.00	09/19-09/21	5	1	5	\$5,000.00						

Buyline Comment: WH/JEP
[MKGD FOR SPOTS MISSED ON LN #21: 9/19 (5/WK)]

68 M, TH-F 630P-730P
Buyline Comment: WH/JEP
[MKGD FOR SPOTS MISSED ON LN #21: 9/24 (5 Wk)]

22 M-F 11P-1135P Buyline Comment: NEWS
[MADE-GOOD BY LINE(S) 55 69]

Buyline Comment: NEWS
[MKGD FOR SPOTS MISSED ON LN #22: 9/17(4/WK)]

69 M_r, TH-F 11P-1135P
Riveline Comment: NEWS
:30 \$1,100.00 07/24-07/25 -

[MKGU FOR SFUS MISSION IN THE PHILIPPINES]

Buyline Comment: NEWS

Buyline Comment: NEWS

**Buyline Comment: SAT TODAY
[MADE-GOOD BY LINE(S) 71]**

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed
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Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () REP. JEWISH COALITION
Product REP JEWISH COALITION
Estimate# LAURA LANCASTER

Buyer Phone#
Fax#
LT In Day Time Program

Hiatus Weeks

Len Rate Dates

Spots/Week # of Weeks Total Spots

Total Cost Daypart

Buyline Comment: SAT TODAY

[MKGD FOR SPOTS MISSED ON IN #25: 9/29 (2/WK)]

:30 \$500.00 09/22-09/22 1 1 1 1 \$1,000.00

:30 \$500.00 09/29-09/29 0 1 1 0 C

:30 \$625.00 09/29-09/29 2 1 2 1 \$1,250.00

:30 \$625.00 10/06-10/06 1 1 1 1

:30 \$625.00 10/13-10/20 0 2 0 0

:30 \$1,100.00 09/22-09/29 1 2 2 2 \$3,300.00

:30 \$1,100.00 10/06-10/06 0 1 1 1

:30 \$1,100.00 10/13-10/13 1 1 1 0

:30 \$1,100.00 10/20-10/20 0 1 1 0

:30 \$1,100.00 09/23-09/30 1 2 2 2 \$4,400.00

:30 \$1,100.00 10/07-10/07 0 1 1 0

:30 \$1,100.00 10/14-10/21 1 2 2 2

:30 \$500.00 09/23-09/23 1 1 1 1 \$1,000.00

:30 \$500.00 09/30-09/30 0 1 1 0 C

:30 \$350.00 10/07-10/21 0 1 1 1

:30 \$350.00 10/14-10/21 0 2 0 0

:30 \$325.00 09/23-09/30 2 2 4 4 \$1,300.00

:30 \$325.00 10/07-10/21 0 0 0 0 \$0.00

:30 \$750.00 10/07-10/21 0 0 0 0 \$0.00

:30 \$750.00 10/07-10/21 0 0 0 0 \$0.00

:30 \$750.00 10/07-10/21 0 0 0 0 \$0.00

:30 \$750.00 10/07-10/21 0 0 0 0 \$0.00

:30 \$750.00 10/07-10/21 0 0 0 0 \$0.00

:30 \$750.00 10/07-10/21 0 0 0 0 \$0.00

Buyline Comment: NEWS

Agency () JAMESTOWN ASSOC
5 MAPLETON ROAD, S#300
PRINCETON, NJ 08540

Agency C/P1R2/E
Flight Dates 09/17/2012 - 10/21/2012

Hiatus Weeks

Len Rate Dates

Spots/Week # of Weeks Total Spots

Total Cost Daypart

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed
EC'd Yes

Traffic Order# 104398
Showing Buylines: All Lines
Last Received: 10/02/2012 10:08 AM

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Station KSNV-TV LAS VEGAS, NV.

Advertiser () REP. JEWISH COALITION

Product REP JEWISH COALITION

Estimate# LAURA.LANCASTER

Buyer Phone#

Fax#

LIN In Day Time Program

Hiatus Weeks

Len Rate Dates

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

33 SU 7A-8A
Buyline Comment: SUN TODAY
:30 \$625.00 09/23-09/30 2 2 4 \$2,500.00

34 SU 930A-10A
Buyline Comment: CM
:30 \$500.00 09/23-09/23 1 1 1 \$500.00

70 SU 9A-930A
Buyline Comment: NEWS
[MADE-GOOD BY LINE(S) 70]
:30 \$500.00 09/30-09/30 0 0 0 \$0.00

35 SU 930A-10A
Buyline Comment: CM
:30 \$600.00 10/07-10/14 0 2 0 \$600.00
10/21-10/21 1 1 1

Buyline Comment: CM

36 SU 830P-930P
Buyline Comment: NEWS AFT SNF
:30 \$1,800.00 09/23-09/30 1 2 2 \$3,200.00

Buyline Comment: NEWS AFT SNF

37 SU 830P-930P
Buyline Comment: NEWS AFT SNF
:30 \$1,600.00 09/23-09/30 1 2 2 \$3,200.00

38 SA 5P-630P
Buyline Comment: NEWS
[MADE-GOOD BY LINE(S) 72]
:30 \$650.00 09/22-09/22 0 1 0 \$650.00

72 SA 8P-9P
Buyline Comment: NEWS
[MADE-GOOD FOR SPOTS MISSED ON LN #38: 9/22 (1/WK)]
:30 \$650.00 09/22-09/22 1 1 1 \$650.00

Rep Order# 6833243 Ver# 9 Mod# 4 Status Confirmed
FC'd Yes

Traffic Order# 104398
Last Received: 01/02/2012 10:08 AM
Showing Runlines: All Lines
Printed: 01/02/2012

Station	KSNV-TV LAS VEGAS, NV.	Agency	() JAMESTOWN ASSOC
Advertiser	() REP JEWISH COALITI		5 MAPLETON ROAD, S#300
Product	REP JEWISH COALITION		PRINCETON, NJ 08540
Estimates#		Agency C/P1/P2/E	
Buyer	LAURA LANCASTER	Flight Dates	09/17/2012 - 10/21/2012
		Hatius Weeks	

Rep Firm) PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson)
SalesPerson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Line#	Fax#	LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# Weeks	Spots
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39	SA	5P-630P	Buyline Comment: NEW [MADE-GOOD BY LINE(S) 75]	-	-	-	:30	\$675.00	10/06-10/20	0	0	\$0.00

40	SA	630P-730P			:30	\$525.00	10/06-10/20	0	0
			Buyline Comment: WH/JEP						\$0.00
			[MADE-GOOD BY LINE(S) 76]						
76	SA	9P-10P			:30	\$525.00	10/06-10/06	1	1
			Buyline Comment: WH JEP						\$525.00
			[MKGD FOR SPOTS MISSED ON LN #40: 10/06(1/WK)]						
41	SA	630P-730P			:30	\$500.00	09/22-09/22	0	0
			Buyline Comment: WH/JEP						\$500.00
			[MADE-GOOD BY LINE(S) 73]						
73	SA	9P-10P			:30	\$500.00	09/22-09/22	1	1
			Buyline Comment: WH/JEP						\$500.00
			[MKGD FOR SPOTS MISSED ON LN #41: 9/22(1/WK)]						
74	M-SU	11P-1135P			:30	\$1,100.00	09/17-09/30	1	2
			Buyline Comment: NEWS						\$2,200.00

—REPORT TOTALS—

—SALES MONTHLY TOTALS—

Rep Order#	Ver#	Mod#	Stans	Confirmed	Traffic Order#	Last Received:	Printed:
EC'd Yes	6832443	9	4		104398	10/02/2012 10:08 AM	10/02/2012 7:54 PM

Showing Buylines: All Lines

Rep Firm	Sales Office	Salesperson	Phone#	FAX#	
() PHILADELPHIA	() AMY MCCREARY		215-568-6540	215-568-1845	

Station	KSNV-TV LAS VEGAS, NV.	Advertiser	() REP. JEWISH COALITION	Product	Estimate#	Buyer	Phone#	Fax#
			REP JEWISH COALITION			LAURA LANCASTER		
Sep 12:	187 / \$117,650.00							
Sales Totals:	252 / \$163,775.00							
Station Totals:	252 / \$163,775.00							
Lines not sent/rclnd/rtrn:	0 / \$0.00							

Flight Dates	Hiatus Weeks				
09/17/2012 - 10/21/2012					
Oct 12:	65 / \$46,125.00				

Market Totals	CATV	KBLR	KING	KLAS	KSNV	
\$629,904	0%	0%	0%	29%	26%	
KTNV	20%	KTUD	1%	KVCM	KVNU	
XXXX	0%					

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books	NOV12	
Demos	RA35+	

—CREDIT RISK—
CASH IN ADVANCE